

MAGAZINE FIELD & STREAMISSUE January 1978TOTAL CIG. ADS 6TOTAL PAGES 152PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Kool #383 2C-pg. 1

SP

Fact #127 pg. 15

Real #138 pg. 25

Marlboro #554 pg. 51

9

Opp: "Solunar
Tables for Jan. &
Feb."

Winston #341 pg. 61

Pall Mall #206 BC

2040674832

MAGAZINE	FIELD & STREAM	ISSUE	August 1978
		TOTAL CIG. ADS	10
		TOTAL PAGES	154

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Raleigh Lights #104 2C		
Marlboro #590 pg. 11	10			OPP: "Solunar Tables."
		Kool #383 pg. 22-23	SP	
		Winston #352 pg. 33		
		pg. 51 Pall Mall Extra Light #101		
		L&M Lights #123 pg. 68		
		Salem Lights #119 pg. 81		
		Decade #113 pg. 95		
		Carlton #167 pg. 103	2 color	
		Real #144 BC		

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MAGAZINE FIELD & STREAMISSUE September 1978TOTAL CIG. ADS 8TOTAL PAGES 186

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		2C Raleigh Lights 100's #102	✓	
pg. 9 Marlboro Lights #165	8			OPP: "No One Can Do It For You."
		Salem Lights #117 pg. 25	✓	
		pg. 57 Kent Micronite II #117	✓	
		Camel #252 pg. 68	✓	
		Salem #349 pg. 77	✓	
		Carlton #167 pg. 105	✓	2 color
		Pall Mall #209 BC	✓	

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MAGAZINE FIELD & STREAM
 ISSUE December 1978
 TOTAL CIG. ADS. 7
 TOTAL PAGES 128

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Marlboro #619 2C-pg. 1	9		SP	
		Salem #348 pg. 11 ✓		
		pg. 40 ✓ Kent Golden Lights #146		
		Vantage #313 pg. 53 ✓	B&W	
		pg. 65 ✓ Pall Mall Light 100's #101	2 color	
		Carlton #167 pg. 75 ✓	2 color	
		Camel #252 BC ✓		

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MAGAZINE

FIELD & STREAM

ISSUE

February 1978

TOTAL CIG. ADS

13

TOTAL PAGES

180

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Salem Lights #111 pg. 3

Kent Micronite II #101 pg. 11

Kool #385 pg. 21

Viceroy #263 pg. 29

L&M Long Lights #104 pg. 38

Fact #127 pg. 51

Decade #104 pg. 59

Real #140 pg. 70

P-4 &
Stapled
card.

Camel #245 pg. 79

Carlton #159 pg. 99

2 Color

Winston #341 pg. 107

Marlboro #561 pg. 125

15

Opp: "Solunar
Tables for Feb. &
March".
Stapled card.

Pall Mall #207 BC

2040674837

MAGAZINE FIELD & STREAM ISSUE March, 1978
 TOTAL CIG. ADS 8
 TOTAL PAGES 216

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Fact #127 2C ✓		
		Winston Lights #123 pg. 13 ✓		
		Viceroy #263 pg. 21 ✓		
		Raleigh #240 pg. 31 ✓		
Marlboro #571 pg. 57	17			Opp: "Solunar Table for March & April". Stapled card.
		Camel #246 pg. 77 ✓		
		L&M Lights #115 pg. 86 ✓		
		Pall Mall #207 BC ✓		

2040674838

MAGAZINE

FIELD & STREAM

ISSUE

April 1978

TOTAL CIG. ADS

10

TOTAL PAGES

230PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

L&M Lights #121 2C ✓

Real #138 pg. 21 ✓

Camel #248 pg. 29 ✓

Kent Micronite II #105 pg. 53 ✓

pg. 61
Marlboro Lights 100's #103

7

Opp: "Solunar
Tables".

Winston #345 pg. 75 ✓

Salem Lights #115 pg. 84-85 ✓

SP

Pall Mall #209 pg. 105 ✓

Carlton #162 pg. 113 ✓

2 Color

Raleigh #241 3C ✓

2040674839

MAGAZINE

FIELD & STREAM

ISSUE

May 1978

TOTAL CIG. ADS

9

TOTAL PAGES

208

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #584 2C

14

Opp: P-4 ad.

Real #139 pg. 15

Kool #386 pg. 25

Raleigh #240 pg. 33

L&M Lights #119 pg. 47

Decade #113 pg. 63

Camel #251 pg. 84

Pall Mall #209 pg. 105

Winston #341 BC

P-4 Plus
Stapled
Card.

2040674840

MAGAZINE FIELD & STREAM
 ISSUE June 1978
 TOTAL CIG. ADS 8
 TOTAL PAGES 182

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Marlboro #581 pg. 7	7			Opp: "Cheers & Jeers".
		Kent Micronite II #106 pg. 15		
		Raleigh Lights #104 pg. 23		
		Camel #250 pg. 31		
		Real #138 pg. 61		
		pg. 81 Pall Mall Extra Light #101	2 Color	
		Carlton #164 pg. 105	2 Color	
		Salem Lights #117 BC		

2040674841

MAGAZINE ARMY TIMES GROUP

ISSUE July 10, 1978

TOTAL CIG. ADS 2

TOTAL PAGES 68

PHILIP MORRIS
ADS

MIN.
SEP.

COMPETITIVE
ADS

SIZE IF
NOT P-4

REMARKS

Real #142 pg. 45

Winston #351 BC

2040674842

MAGAZINE ARMY TIMES GROUP

ISSUE July 17, 1978

TOTAL CIG. ADS 2

TOTAL PAGES 56

PHILIP MORRIS
ADS

MIN.
SEP.

COMPETITIVE
ADS

SIZE IF
NOT P-4

REMARKS

Merit #273 pg. 5

11

B&W

OPP: "News Articles"

Camel #252 pg. 17

2040674843

TOTAL PAGES 64

2040674844

MAGAZINE

ARMY TIMES GROUP

ISSUE July 31, 1978TOTAL CIG. ADS 4TOTAL PAGES 56PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Vantage #309 pg. 5

B&W

Real #145 pg. 17

Camel #253 pg. 29

L&M Lights #126 pg. 41

2040674845

MAGAZINE ARMY TIMES GROUP

ISSUE August 7, 1978

TOTAL CIG. ADS 2

TOTAL PAGES 64

PHILIP MORRIS
ADS

MIN.
SEP.

COMPETITIVE
ADS

SIZE IF
NOT P-4

REMARKS

Merit #278 pg. 9

55

B&W

OPP: "News Articles"

Real #151 BC

2040674846

MAGAZINE ARMY TIMES GROUP

ISSUE August 14, 1978

TOTAL CIG. ADS 3

TOTAL PAGES 64

PHILIP MORRIS
ADS

MIN.
SEP.

COMPETITIVE
ADS

SIZE IF
NOT P-4

REMARKS

		Winston #354 pg. 6		
Marlboro #597 pg. 32-33	25		CS	
		Camel #254 BC		

2040674847

TOTAL PAGES 60

2040674848

MAGAZINE Army Times Group

ISSUE August 28, 1978

TOTAL CIG. ADS 2

TOTAL PAGES 64

PHILIP MORRIS
ADS

MIN.
SEP.

COMPETITIVE
ADS

SIZE IF
NOT P-4

REMARKS

Kool #403 pg. 11

Winston Lights #136 BC

2040674849

TOTAL PAGES	68
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2040674850

MAGAZINE ARMY TIMES GROUPISSUE September 11, 1978TOTAL CIG. ADS 5TOTAL PAGES 68PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

pg. 5
Marlboro Lights #171

7

B&W

OPP: "News
Articles."pg. 13
Raleigh Lights 100's #103B&W
2/3 pg.

Salem #338 pg. 21

Vantage #314 pg. 29

B&W

Camel #252 pg. 49

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TOTAL PAGES 64

2040674852

MAGAZINE ARMY TIMES GROUPISSUE September 25, 1978TOTAL CIG. ADS 3TOTAL PAGES 68PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Merit #284 pg. 5

23

B&W

OPP: "News
Articles."

Kool #407 pg. 29 ✓

Camel #253 BC ✓

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		ISSUE	October 2, 1978
MAGAZINE	Army Times Group	TOTAL CIG. ADS	4
		TOTAL PAGES	64

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2040674854

ISSUE	October 9, 1978
TOTAL CIG. ADS	3
TOTAL PAGES	60

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MAGAZINE

ARMY TIMES GROUP

ISSUE October 16, 1978TOTAL CIG. ADS 3TOTAL PAGES 64PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Winston Lights #139 pg.11

Kool #405 pg. 27

Marlboro #591 BC

36

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TOTAL PAGES 64

2040674857

MAGAZINE ARMY TIMES GROUPISSUE October 30, 1978TOTAL CIG. ADS 5TOTAL PAGES 68PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Winston #361 pg. 6 ✓

pg. 14 ✓
Raleigh Lights 100's #1072/3 pg.
B&W

Vantage #314 pg. 27 ✓

B&W

Marlboro #611 pg. 37

9

B&W

OPP: "News
Articles."

Salem #348 BC ✓

2040674858

MAGAZINE ARMY TIMES GROUPISSUE November 6, 1978TOTAL CIG. ADS 4TOTAL PAGES 76PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Kool #399 pg. 6 ✓

Salem #348 pg. 21 ✓

Marlboro #597 pg. 38-39

11

CS

L&M Long Lights #113 pg. 51 ✓

2040674859

MAGAZINE ARMY TIMES GROUPISSUE November 13, 1978TOTAL CIG. ADS 5TOTAL PAGES 72PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Merit #307 pg. 5

9

B&W

OPP: "News
Articles."

Real #155 pg. 15

pg. 31

Viceroy Rich Lights #106

Merlboro #589 pg. 51

19

OPP: "News
Articles."

Winston Lights #139 BC

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ARMY TIMES GROUP

TOTAL CIG. ADS	4
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TOTAL PAGES 72

2040674867

MAGAZINE

ARMY TIMES GROUP

ISSUE November 27, 1978

TOTAL CIG. ADS 6

TOTAL PAGES 68

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Real #155 pg. 6

pg. 14
Raleigh Lights 100's #1032/3 pg.
B&W

Merit #310 pg. 21

6

B&W

OPP: "News
Articles" & 1/2
pg. B&W ad.pg. 29
Viceroy Rich Lights #107

Camel #253 pg. 51

Marlboro #615 BC

16

2040674862

		ISSUE	December 4, 1978
MAGAZINE	ARMY TIMES GROUP	TOTAL CIG. ADS	2
		TOTAL PAGES	68

ARMY TIMES GROUP

ISSUE December 4, 1978

TOTAL CIG. ADS	2
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TOTAL PAGES 68

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MIN.
SEP.

COMPETITIVE ADS

SIZE IF
NOT P-4

REMARKS

B&H Lights #136 pg. 5

62

Real #155 BC

B & W

OPP: "News
Articles."

2040674863

MAGAZINE ARMY TIMES GROUPISSUE December 11, 1978TOTAL CIG. ADS 3TOTAL PAGES 68PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro Lights #177 pg.5

23

B&W

OPP: "News
Articles."

pg. 29

Viceroy Rich Lights #106

Kool #405 pg. 50

2040674864

MAGAZINE ARMY TIMES GROUPISSUE December 18, 1978TOTAL CIG. ADS 2TOTAL PAGES 64PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Winston Lights #139 pg. 33

Marlboro #618 BC

30

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		ISSUE	December 25, 1978
MAGAZINE	<u>ARMY TIMES GROUP</u>	TOTAL CIG. ADS	2
		TOTAL PAGES	56

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